NEW TILT

Mass.Gov Portal

Visual Design Style Guide
Production Reference CD-ROM

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Introduction

This style guide is designed to serve as a reference for the maintenance and expansion of the Mass.Gov website. Following the guidelines described here will help ensure consistency throughout the site, resulting in a better experience for site visitors, and more efficient maintenance.
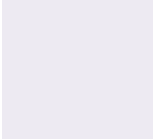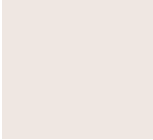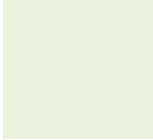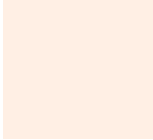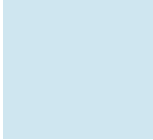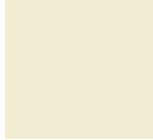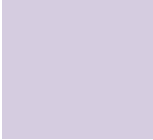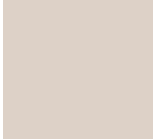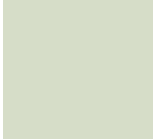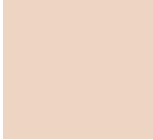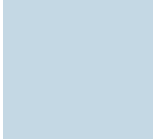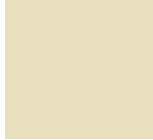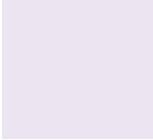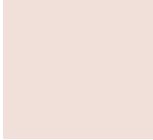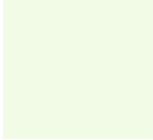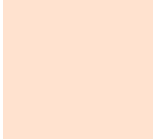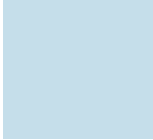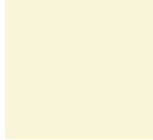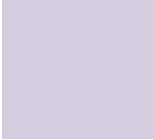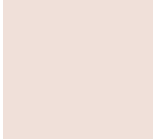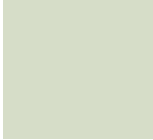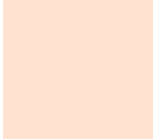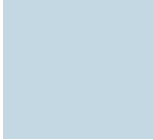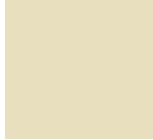
This style guide is intended for designers who are editing or adding graphic elements to the site or who are maintaining it. The guide details the standard components used to organize and display content in the site. It describes typographic, color, layout standards, and provides visual examples of how to organize content.

Note that the fonts identified have the same name on both PCs and Macs.

Color Palette — Home Page

E1811A	004386	F0F6E2	91A8CE	A7BEE6	6EA3DA	FFEDBF	E79946	5B8BB6
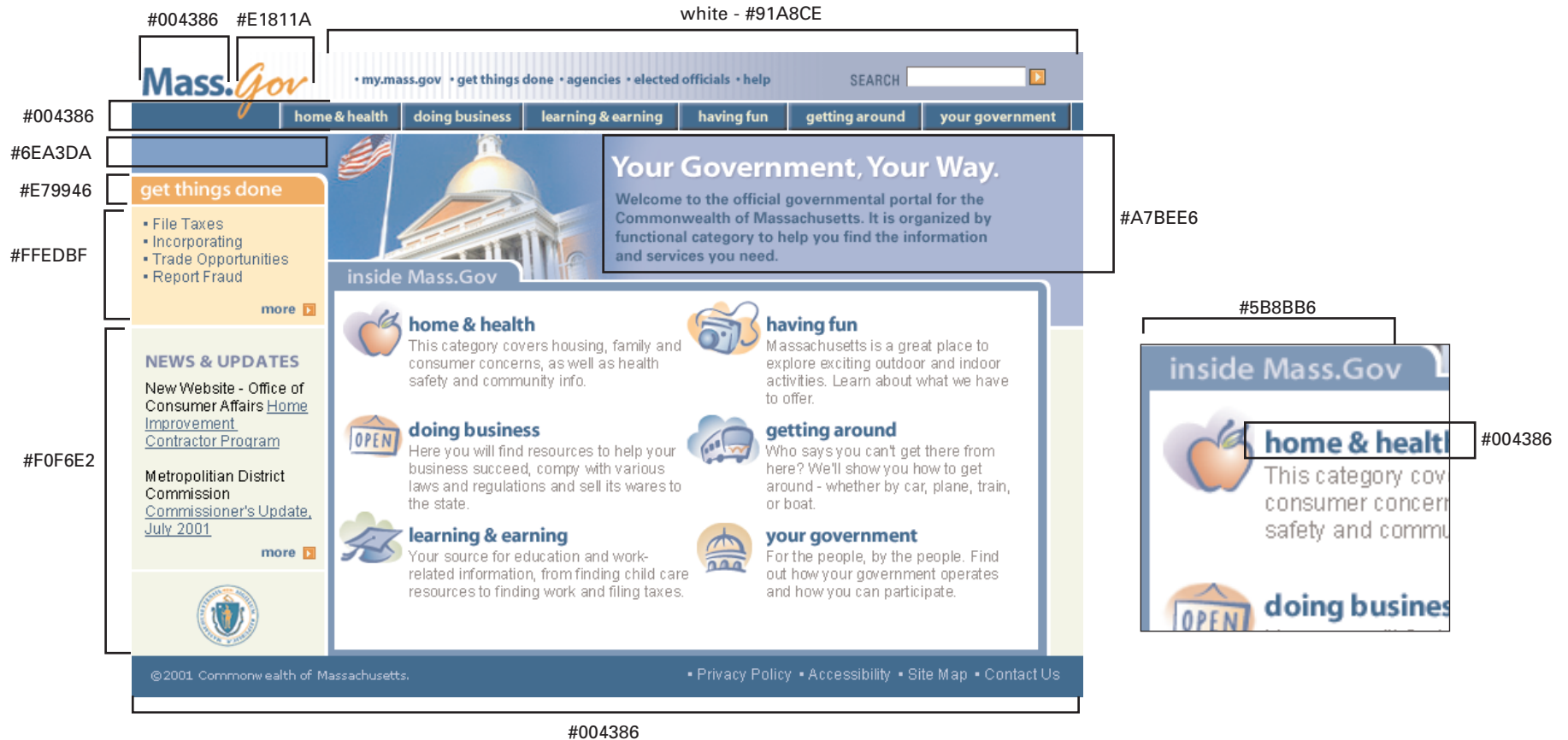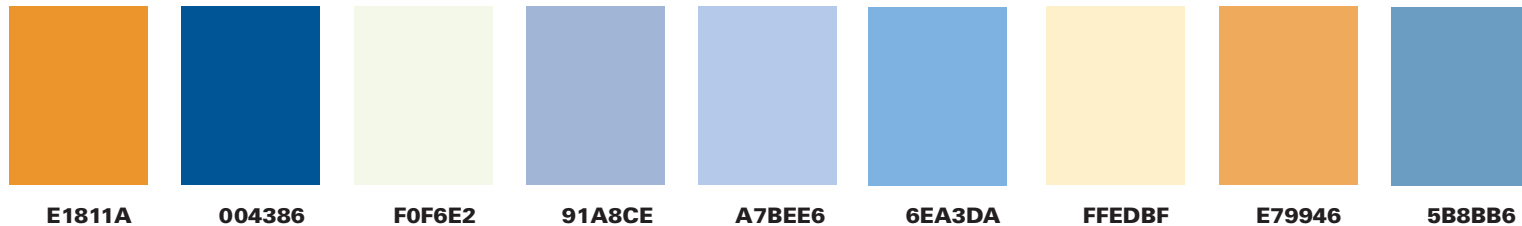
Color Palette — Top Level Clusters

	HOME & HEALTH	DOING BUSINESS	LEARNING & EARNING	HAVING FUN	GETTING AROUND	YOUR GOVERNMENT
Secondary Nav Background, "I want to.." title bar background, content border, Global Nav - ON, TLC & VA headings in content area - ON	9C89B7	B98567	9EB375	E69A66	3682A1	BBA556
"I want to.." content background	E8E4EF	EAE1DB	CDD6BC	FFEBDD	C6E0ED	E5EFD4
TLC/VA Bullets	CAC0D9	D4C6BA	E5EFD4	E8C9B4	B8D0DD	E1D8AF
Secondary Navigation Text	E5DDEE	EBD9D0	F0FBDF	FEDAC3	BAD7E5	F6F2CE
Secondary Navigation Arrows	CAC0D9	D4C6BA	F0FBDF	E8C9B4	BAD7E5	F6F2CE

Graphic Elements — Home Page

The following pages are identified with color and font selections. The individual modular elements are identified with their corresponding imageready master file names when applicable.

image ready master: home.psd

top bar –
image ready master:
home_tools_search.psd
*see page 6

"get things done" –
Myriad MM Regular
565 SB 700 SE
16pt
-25 tracking
Color = #FFFFFF

more button –
Univers 65 Bold
12pt/14pt leading
+20 tracking
Color = #003366
image ready master:
all_more_button.psd

"NEWS & UPDATES" –
Myriad MM Regular
700 BD 700 SE
All Caps
14pt
+22 tracking
Color = #4B66A3

"inside Mass.Gov" Tab –
Myriad MM Regular
565 SB 700 SE
16pt
Color = #D7DFED

go button
image ready master:
all_search_go button.psd

"Your Government, Your Way."
Myriad MM Regular
700 BD 700 SE
12pt/14pt leading
-20 Tracking
Color = #FFFFFF

Intro Sentence –
Univers 65 Bold
12pt/15pt leading
Color = #004386

TLC Titles–
Myriad MM Regular
700 BD 600 NO
16pt
Type Color OFF = #004386
Type Color ON = color coded by TLC
• See Color Palette

homepage icons
image ready master:
home.psd

Graphic Elements — Global Navigation

image ready master: all_globalnav.psd & home.psd

OFF

home & health | doing business | learning & earning | having fun | getting around | your government

TLC Global Navigation Text–
Myriad MM Regular
Regular 700 BD 600 NO
12pt
Type Color OFF = #EDF2C0

Background Color
004386

TLC Global Navigation Text–
Myriad MM Regular
Regular 700 BD 600 NO
12pt
Type Color ON = #FFFFFF

Background Color
color coded by TLC
• See Color Palette

ON

| #B5A7C9 | #DCC2B3 | #B6C698 | #F2C89A | #84A8C8 | #DDD2AA |

TLC Global Navigation HIghlight

Graphic Elements — Logo, Tools, & Search

image ready master: home_tools_search.psd
Source file for Logo: massgov_logo.eps

#004386   #E1811A

Tools Text–
Myriad MM Regular
Regular 700 BD 600 NO
11pt
Color = #004386

NOTE: home tool should not appear on
home page

"Search" -
Univers 65 Condensed Bold
11.5pt/+20pt tracking
Color = #004386

**go button
image ready
master:**
all_search_go but-
ton.psd

Graphic Elements — Top Level Clusters

**secondary nav arrows –
image ready master:**
tlcvaint_secnavarrow.psd

TLC Title & icon –
Myriad MM Regular
565 SB 700 SE
26pt
Color = #003366
image ready master:
"tlc_photos.psd"

Intro Sentence –
Univers 65 Bold
12pt/14pt leading
Color = #003366
image ready master:
"tlc_photos.psd"

"I want to…" –
Myriad MM Regular
565 SB 700 SE
16pt
Color = #FFFFFF
Background Color =
color coded by TLC
image ready master:
"tlcva_lwantto.psd"

VA Titles & Bullets –
Myriad MM Regular
700 BD 600 NO
16pt
Type Color OFF = #004386
Type Color ON = color coded by TLC
• See Color Palette
Bullet Color = color coded by TLC
• See Color Palette
Bullet Color ON = #E79946
image ready master:
"tlc_vatitles.psd"

**logo/tool bar –
image ready master:**
home_tools_search.psd

**go button
image ready master:**
all_search_go button.psd

secondary navigation –
color-coded by TLC
• See Color Palette for
appropriate background,
arrow, and navigational
item colors.

photos & color border –
coded by TLC
image ready master:
"tlc_photos.psd"

"Related Agencies" –
Myriad MM
Regular 700BD 700 SE
12pt
All Caps
Color = #004386
image ready master:
"all_relatedagencies.psd"

Mass.Gov · home · my.mass.gov · get things done · agencies · elected officials · help   SEARCH ▣

home & health | doing business | learning & earning | having fun | getting around | your government

▸ Education   ▸ Childcare   ▸ Work   ▸ Retirement   ▸ Taxes

learning & earning

Welcome to the starting point for Learning & Earning! If you can't find what you're looking for in the list on the left hand side of the page you can click on one of the more specific sections of Learning & Earning.

I want to...

- Learn about / report environmental concerns in my community
- Learn about / report environmental concerns in my community
- Learn about / report environmental concerns in my community
- Learn about / report environmental concerns in my community
- Learn about / report environmental concerns in my community

▸ **education**
Find a place to live

▸ **work**
Adopt or become a foster parent

Life transition

▸ **taxes**
Resolve a problem, settle a dispute, file a complaint.

I need a service

▸ **childcare**
Learn or report about environmental concerns in my home or community

Know about the lost and found - Abandoned property.

▸ **retirement**
Find a place to live

RELATED AGENCIES
- Related Agency Link
- Related Agency Link
- Related Agency Link
- Related Agency Link
- Related Agency Link
- Related Agency Link
- Related Agency Link
- Related Agency Link
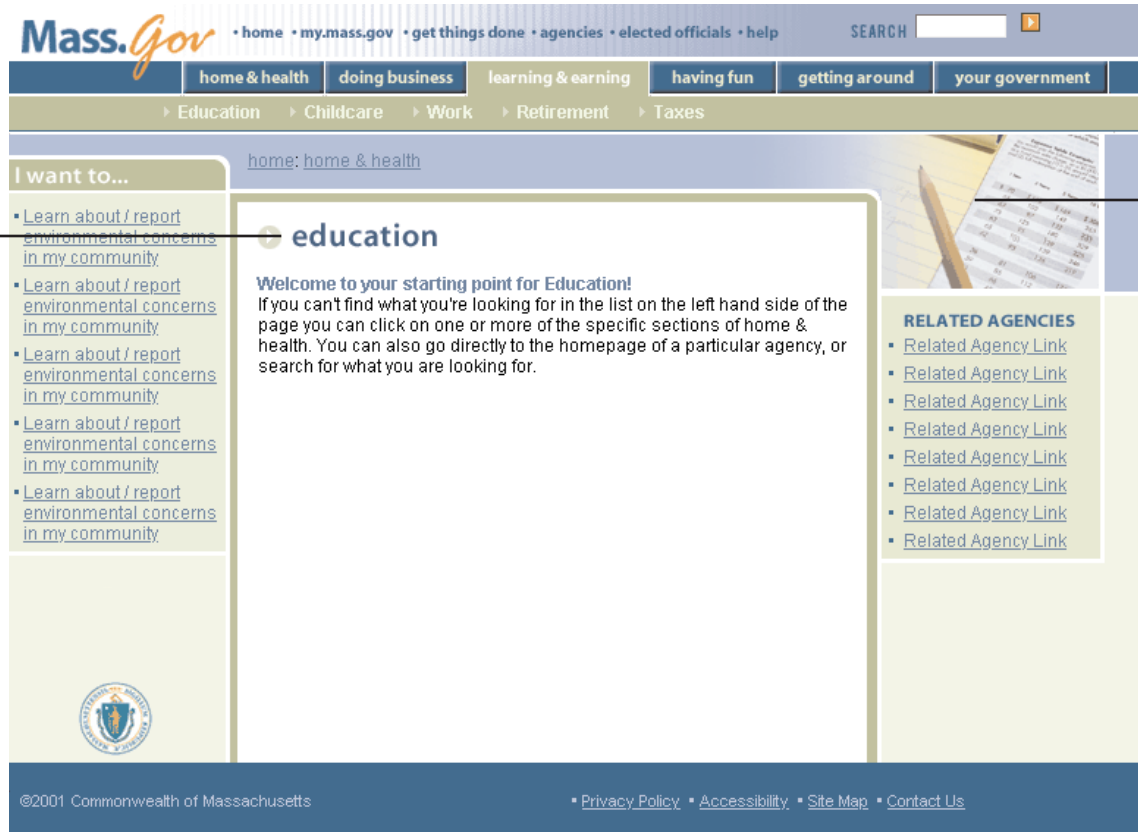
Graphic Elements — Virtual Agencies

The following pages are identified with unique modular elements only. Please refer to TLC level page for shared graphics such as "I want to..." and Related Agencies.

VA Title & Bullet
Myriad MM Regular
565 SB 600 NO
22pt
Color = #004386
Bullet Color = color coded by TLC
• See Color Palette
image ready master:
"va_pagetitles.psd"

photographs & Color Border —
coded by TLC
image ready master:
"va_photos.psd"

Graphic Elements — Intention Level 1

photographs & Color
Border —
coded by TLC
image ready master:
"int1_photos.psd"

Graphic Elements — Intention Level 2 & beyond

Graphic Elements — Top Banner for Co-Branding State Sites

image ready master: cobranding_banner.psd

Tools –
Myriad MM Regular
565 SB 700 SE
26pt
Color = #004386

"Search Mass.gov" -
Univers 65 Condensed Bold
11.5pt/+20pt tracking
Color = #004386

#004386   #E1811A

• mass.gov home   • get things done   • state agencies

SEARCH MASS.GOV

Color =
#004386

**go button
image ready
master:**
all_search_go but-
ton.psd